

ABSTRACT OF THE DISCLOSURE

A web site creation and maintenance system permits distributed control and centralized management of a web site. The physical implementation of the
5 web site resides on a database maintained by a database administrator. The web site system permits a site administrator to construct the overall structure, design and style of the web site. This allows for a comprehensive design as well as a common look and feel for the web site. The web site system permits content for the web site to originate from multiple content contributors. The publication of
10 content is controlled by content owners. This permits assignment of content control to those persons familiar with the content. The web site system is also a self service web site system for content contributors, content owners, and site administrators. The self service system displays to users one or more panels that contain input fields to permit the users to submit content and web site
15 components for publication on the web site. The user, through use of only a web browser running on the user computer, transmits the parameter to the web site database. In response, the web site is updated at the database in accordance with the parameter.